Pos# 76258

June 21, 1993

To Our Retail Customers:

As you are aware, effective July 1, 1993, the Washington Cigarette Excise Tax will increase to $.54 per pack, or $5.40 per carton.

Philip Morris has announced the extension of our very successful Marlboro Leadership Program. Understanding that you will be required to increase your retail price because of the excise tax, we are enclosing a package containing P.O.S. materials to allow you to make the necessary pricing changes and continue in the Marlboro Leadership Program uninterrupted. These P.O.S. materials will allow you to announce the special pricing of your leading selling cigarettes.

We appreciate your continued support of the Marlboro Leadership Program and other Philip Morris programs.

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Source: https://www.industrydocuments.ucsf.edu/docs/gngy0003